



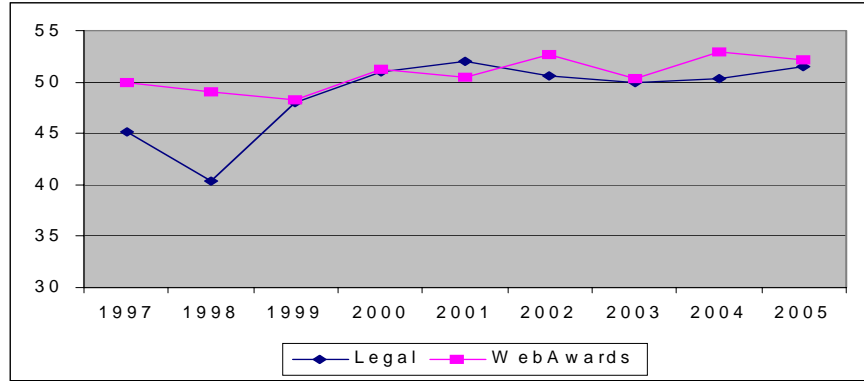
# WebAward Internet Standards Assessment Report

## Legal Industry Benchmark Results

### Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

<u>Year</u>	<u>Legal</u>	<u>WebAwards</u>
1997	45.1	49.9
1998	40.3	49.1
1999	48	48.2
2000	51	51.3
2001	52	50.5
2002	50.6	52.7
2003	50	50.4
2004	50.4	52.9
2005	51.5	52.2

*Score out of a possible 70 points*

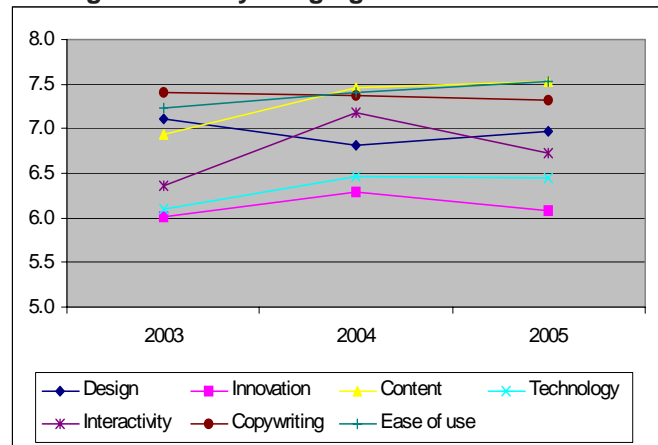


### Average Scores by Judging Criteria

	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>Total</u>
Design	7.1	6.8	7.0	7.0
Innovation	6.0	6.3	6.1	6.1
Content	6.9	7.5	7.5	7.3
Technology	6.1	6.5	6.4	6.3
Interactivity	6.4	7.2	6.7	6.8
Copywriting	7.4	7.4	7.3	7.4
Ease of use	7.2	7.4	7.5	7.4

*Score out of a possible 10 points*

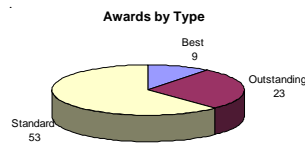
### Average Scores by Judging Criteria Chart



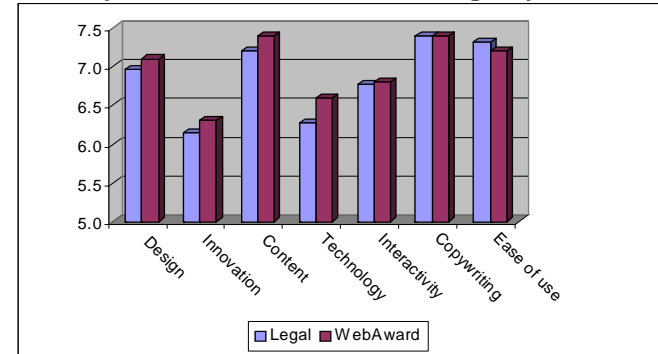
### Commentary

Legal Web sites are generally in line with the overall ISAR Index for Web development. These sites score well in terms of design, copywriting, and ease of use. They score lowest in innovation and use of technology. Legal Web sites have slightly under performed each of the 3-year criteria benchmarks.

The top legal Web sites are more than just brochureware. They provide meaningful industry news and analysis within their various practice areas.



### Industry vs WebAward 3-Year Average By Criteria



### Best of Industry Winners

<u>Year</u>	<u>Winner</u>	<u>Web site</u>
2005	Frost Brown Todd LLC	Frost Brown Todd LLC
2004	Pierce Atwood	Pierce Atwood - Attorneys at Law
2003	Pepper Hamilton LLP	www.pepperlaw.com
2002	Lane Powell Spears Lubersky LLP	Lanepowell.com
2001	Thompson Hine LLP, Brulant, Inc.	Thompson Hine LLP
2000	Neal J.B. Simon	USLaw.com
1999	RLA Interactive	Kinney and Lange
1998	Information Brokers Pty Ltd	NetJustice
1997	Pillsbury Madison & Sutro LLP	pillsburylaw.com

### About this Report

The Web Marketing Association has collected industry Web site development benchmark data since 1997 through it's WebAward program. Multiple independent judges review and score each site from 0-10 points on each of seven criteria for a possible 70 points. Best of Industry WebAward is given to the site that scores highest in the industry. The views of this report are based on observations of aggregated industry data and do not reflect the results for any particular Web site unless noted. For complete information, go to [www.webaward.org](http://www.webaward.org)